

ABSTRACT OF THE DISCLOSURE

In a display device arranging anode wires and cathode wires in a matrix shape, disposing light emitting elements at the intersections, scanning and driving the cathodes at specific time intervals, and driving the anode of a desired light emitting element in synchronism therewith, thereby selectively emitting the light emitting element, the display controller includes a setting unit for setting the discharge time for discharging the accumulated charge of the light emitting elements before light emitting of the light emitting elements, and operates and controls the anode controller and cathode controller for discharging the accumulated charge of the light emitting elements within the set discharge time, and also operates and controls the anode controller and cathode controller for emitting the light emitting elements after discharge control of the accumulated charge. In the display device having such configuration, supposing the luminance of the light emitting element when emitting light in no-charge or almost no-charge accumulated state to be L_e , and the luminance by actual light emission to be L_p , they are in the relation of $L_p \geq 0.9 \times L_e$, and further supposing the discharge time to satisfy this relation to be T_x , the discharge time R_t of actual discharge is determined to satisfy the relation of $T_x \leq R_t$.